

# **Front End Evaluation of The Tuskegee Airmen National Historic Site**

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prepared by  
**Jeff Hayward, Ph.D. & Brian Werner, Ph.D.**  
**People, Places & Design Research**  
**Northampton, Massachusetts**

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## **A. Determining the Sample**

This first section of the report presents information about the demographic and psychographic characteristics of the adults interviewed for this study.

The principal findings are:

- The interviews were conducted at two civil rights museums and two military aviation museums in Alabama and Georgia.
- The military aviation audiences tended to be mostly male, white (non-Hispanic), and about 1/4 having a connection to military aviation.
- The civil rights audience is evenly divided by gender and group type (families v. adult-only groups). This audience is mostly African American (although 1/3 non-Hispanic white) with no connection to the Tuskegee Airmen or military aviation.

## A. Determining the Sample

The two primary adult audiences (civil rights and military aviation) are not represented at any *single* museum or historic site in the Alabama/Georgia area.<sup>1</sup> The samples of potential visitors were drawn from two civil rights museums and two military aviation museums:

### Civil Rights

Civil Rights Institute (Birmingham, Alabama)

Rosa Parks Museum (Montgomery, Alabama)

### Military Aviation

Mighty Eighth Museum (Savannah, Georgia)

Museum of Aviation (Warner Robins, Georgia)

These sites attract specialized audiences, many of whom travel regionally or nationally for destinations related to their interests. The locations of these sites put them all (except the Mighty Eighth) within day-trip distance of Tuskegee. The two audiences are similar with only a few notable differences. The military aviation audience is predominantly male (73%) whereas the civil rights audience is more equally divided by gender. Very few non-whites go to these military aviation museums, while these civil rights museums seem to attract an audience that is 2/3 African American and 1/3 white. Both types of museums draw somewhat more than half of their audience from Alabama and Georgia, in the winter.

<b>Visitors to:</b>				
	<u>Civil Rights</u>		<u>Military Aviation</u>	
	(n=54)		(n=55)	
<u>Age:</u>				
18-34	33%	++	18%	
35-54	39%		58%	
54+	28%		24%	
<u>Sex:</u>				
women	56%	**	27%	
men	44%		73%	
<u>Group size:</u>				
1-2	34%	**	35%	
3-4	15%		47%	
4+	51%		18%	

\*\* = indicates statistically significant differences ( $p < .05$ ) between the columns of figures  
 ++ = denotes a trend ( $p < .10$ ) that is not quite statistically significant by the usual standards but may have some intuitive value.

<sup>1</sup> Some places, such as the Museum of Aviation and the Southern Museum of Flight, devote small exhibits to the Tuskegee Airmen, but none of these could be described as a primary attraction.

**A. Determining the Sample (continued)**

		<b>Visitors to:</b>	
		<u>Civil Rights</u>	<u>Military Aviation</u>
		(n=54)	(n=55)
<u>Group type:</u>			
	adults-only	58%	45%
	families with children	42%	55%
<u>Race/ethnicity</u>			
	Asian American	0%	** 2%
	African American	63%	4%
	Native American	0%	2%
	Hispanic	0%	2%
	White/European	37%	93%
<u>Ethnicity</u>			
	Hispanic	0%	2%
	non-Hispanic	100%	98%
<u>Home residence:</u>			
	Alabama	35%	** 0%
	Georgia	24%	60%
	another state	41%	40%
<u>Museum experience:</u>			
	repeat	37%	40%
	1st visit	63%	60%
<u>Connection with Tuskegee Airmen:</u>			
	connection w/ T. Airmen	4%	** 7%
	connection w/ aviation	7%	24%
	no connection	89%	69%

## **B. Museum Visitors' Awareness of the Tuskegee Airmen**

This section examines museum visitors' awareness of Tuskegee and the Airmen.

The principal findings are:

- Almost all museum visitors contacted in Alabama and Georgia (and most people from other states) have heard of Tuskegee and associate it with the University and/or the Airmen.
- Most museum visitors contacted have heard of the Tuskegee Airmen and many identify the fundamental historic characteristics: African American pilots during WW II.
- For museum visitors, the initial reasons for the importance of the Tuskegee Airmen are attributed to their significance to civil rights and their military contributions.

## B.1. Awareness of Tuskegee

Almost all of the people interviewed had heard of Tuskegee and many recognize its relation to the Airmen and the university/ institute. Although only 35% specifically mention that it is located in Alabama, it's likely that many more are aware that it is a town there.<sup>2</sup>

*Have you heard of the name 'Tuskegee' or not?*

91%      yes/ have heard of Tuskegee  
9%        no/ not heard of Tuskegee

(n=109)      [if yes] What is it? What's it about? Where is it?  
50%          Airmen  
44%          Tuskegee Institute/ Tuskegee University  
35%          it's in Alabama  
6%          Tuskegee Experiment (syphilis)  
5%          town/city  
4%          G. W. Carver  
2%          Booker T. Washington  
4%          saw movies/ read books  
  
8%          other  
4%          don't know/ no answer

	<u>Alabama</u> (n=19)	<u>Georgia</u> (n=46)	<u>another state</u> (n=44)
<b>Awareness</b>			
heard of Tuskegee	95%	96%	84%
<u>have not</u> heard of Tuskegee	5%	4%	16%

<sup>2</sup> The point of this question was not to find out if people know where Tuskegee is located, but to find out their primary associations with the name.

## B.2. Awareness of the Tuskegee Airmen

Most visitors to the various sites have heard of the Tuskegee Airmen, some because of smaller exhibits at military aviation museums, others because it is a national story with a regional origin. People seem to know the most apparent facets of the story: African American pilots during World War II. Only a small number of people confuse the Tuskegee Airmen with the infamous Tuskegee syphilis experiment.

*And how about the name 'Tuskegee Airmen' – have you heard of that?*

82%      yes/ have heard of Tuskegee Airmen  
18%      no/ not heard of Tuskegee Airmen

(n=109)      [if yes] Who were they and what did they do?  
57%      pilots/ fighters/ bombers/ aviators  
49%      Black/ African American  
37%      fought in World War II  
12%      good record in battle/ respected/ skilled  
3%      segregation/ not honored/ faced struggles  
  
3%      syphilis experiment  
4%      other  
6%      don't know/ no answer

		<u>Visitors from:</u>		
		<u>Alabama</u>	<u>Georgia</u>	<u>another</u>
		(n=19)	(n=46)	state (n=44)
Awareness	heard of Airmen	95%	83%	75%
	<u>have not</u> heard of Airmen	5%	17%	29%

## B.2. Awareness of the Tuskegee Airmen (continued)

People cite a variety of reasons why the Tuskegee Airmen story is important or interesting, but most reasons are related to breaking barriers and stereotypes and their contributions during the war. Other reasons focus on their collective and individual contributions to the WW II war effort.

*Why is the story of the Tuskegee Airmen important or interesting?*

(n=109)

22%	proved what African Americans can do/ disprove stereotypes
13%	their contribution to our country in WW II
12%	it's part of our history
11%	they overcame obstacles/ segregation/ unfair treatment
11%	we need to recognize their individual accomplishments
7%	civil rights/ desegregation
7%	other
9%	don't know/ no answer
18%	have not heard of Tuskegee Airmen

### Sample Comments

*They were treated as unequals by military system put their lives on line, returned, treated unfairly, excelled as patriotic & skilled fighters*

*A matter of personal perspective, black men were willing to fight and die for a country that didn't give them the same rights that white men have*

*Continues to show how we need to be respectful of all people*

*Part of our us history, significant contributions to the war efforts, legacy*

*Because they were talented black men, making significant contribution to our country, efforts*

*Given the era, come from segregated south, then achievements were notable*

*Led to the desegregation, executive order signed by Harry S Truman*

*Because they were allowed to fly, at that time*

*They didn't allow black pilots, the Tuskegee Airmen showed capability of flying*

*Broke the color boundaries in the military showing the importance of blacks in the military*

*Because I'm African American, for me and my children*

*They didn't get into any actual battles if they trained these guys they should've used them*

*Because it was pre-civil rights movement, they didn't have the same civil liberties as everyone else but they served their country*

*I'm interested in history*

*It's a part of aviation history part of WWII, I'm interested in aviation, planes*

*A part of aviation history too, some of those planes they flew, you wouldn't think should be in sky, those planes are incredible*



## C. Initial Interests and Expectations

This section presents people's initial interests and expectations concerning the Tuskegee airmen National Historic Site.

The principal findings are:

- The civil rights audience and the military aviation audience start with very different interests: *history of segregation and race* for civil rights audiences and *planes and equipment* (but not history of WW II military efforts in the South) for military aviation audiences.
- Initial interest in the Tuskegee Airmen National Historic Site is moderate to high for both civil rights and military aviation audiences (somewhat higher for the civil rights audience). The reasons for the initial interest include both military and civil rights implications.
- People with an interest in *both* civil rights and military aviation (about 1/5 of visitors to both types of museums) are extremely interested in the Tuskegee Airmen — about 90% gave high ratings of initial interest. The data suggest that Alabamans and African Americans have slightly higher initial interest than others.
- People expect the story of the Tuskegee Airmen to focus on World War II: the story will start with WW II, however, many people expect the story to extend beyond the chronology of WW II.
- Although people with an initial interest viewed the Airmen as a group, after hearing a little about the possible topics, they anticipated the highlights to be military accomplishments, their missions and individual stories.

## C.1. Interest in civil rights and aviation

Civil rights and military aviation groups differ significantly in their interest in abstract topics. The civil rights audiences have a moderate to high interest in stories of segregation and civil rights while the military aviation audiences have very little interest in these topics. Interest in “WW II military efforts in the South” failed to elicit much interest from either audience, but “seeing planes, equipment and Air Force pilot memorabilia” evoked moderate interest among the military aviation audience. This contrast may suggest that for the military aviation audience, their primary focus is “aviation” and not general categories of the “military” or the “South.”

			<b>civil rights</b> (n=54)	<b>Visitors to: military aviation</b> (n=55)	<b><u>total</u></b> (n=109)
<b>seeing planes, equipment, and Air Force pilot memorabilia</b>					
	high	**	19%	<b>46%</b>	31%
	moderate		32%	37%	34%
	low		<b>50%</b>	17%	34%
<b>an experimental project that prompted early successes in civil rights and desegregation</b>					
	high	**	<b>41%</b>	13%	28%
	moderate		<b>48%</b>	32%	40%
	low		11%	<b>56%</b>	32%
<b>a story about segregated facilities regarding African Americans in the 1940's</b>					
	high	**	<b>44%</b>	7%	26%
	moderate		33%	36%	35%
	low		22%	<b>56%</b>	39%
<b>seeing exhibits about WW II military efforts in the South</b>					
	high		19%	26%	22%
	moderate		44%	47%	45%
	low		37%	27%	33%
<b>going to a presidential library and museum</b>					
	high	**	26%	9%	18%
	moderate		39%	31%	34%
	low		35%	<b>60%</b>	48%

### C.1. Interest in civil rights and aviation (continued)

Group differences in interest in civil rights are greater between African Americans and whites than between civil rights audiences and military aviation audiences even though these audience divisions overlap considerably. African Americans have a moderate to strong interest in civil rights topics, while whites interviewed have very low interest. Racial differences in interest in military aviation are not as great as differences according to the type of museum in which visitors were interviewed — race has less impact on interest in military aviation than on interest in civil rights.

	<b><u>African American</u></b> (n=36)	<b><u>White</u></b> (n=70)
<b>seeing planes, equipment, and Air Force pilot memorabilia</b>		
high	25%	35%
moderate	28%	38%
low	47%	28%
<b>an experimental project that prompted early successes in civil rights and desegregation</b>		
high **	<b>56%</b>	13%
moderate	36%	<b>42%</b>
low	8%	<b>45%</b>
<b>a story about segregated facilities regarding African Americans in the 1940's</b>		
high **	<b>56%</b>	11%
moderate	22%	<b>41%</b>
low	22%	<b>47%</b>
<b>seeing exhibits about WW II military efforts in the South</b>		
high	22%	21%
moderate	33%	51%
low	44%	27%
<b>going to a presidential library and museum</b>		
high **	33%	10
moderate	31%	36%
low	36%	<b>54%</b>

## C.2. Initial interest in the Tuskegee Airmen National Historic Site

Initial interest in the Tuskegee Airmen National Historic Site is moderate to high among visitors to both civil rights and military aviation museums (perhaps slightly higher among the civil rights audience). For some their reasons for high ratings seem to be related to civil rights: “You can’t determine where you’re going if you don’t know where you’ve come from” and “Significance, that’s where civil rights movement got impetus, black soldiers’ rights.” For others, the reasons for high ratings relate to aviation: “I’m an aviation history buff and knew one, would be more on personal level” and “I’m retired air force, I like anything aviation, WWII buff.”

		Visitors to:		
		<u>civil</u> <u>rights</u>	<u>military</u> <u>aviation</u>	<u>total</u>
		(n=54)	(n=55)	(n=109)
Initial interest	high	59%	46%	52%
	moderate	30%	32%	31%
	low	11%	22%	17%

### Sample Comments

#### **High rating (9-10)**

*We're interested in planes, world history, and civil rights struggles*

*Interested in history and stamp for passport (NPS)*

*Its significance, that's where civil rights movement got impetus, black soldiers rights*

*You can't determine where you're going if you don't know where you've come from*

*Example that black people could accomplish what white people could*

*Of all WWII elements, the p-51 I've adopted, like its history and red tails...*

*Really interested in segregation*

*I like going out and about with the kids*

*I'm retired air force, I like anything aviation, WWII buff*

*Could be a broader range both races working together, we're united in our cause*

*Curious, never been*

*Important to expand factual knowledge about contributions African Americans made in WWII*

*Killingest fighter pilots in WWII, black pilots*

*I'm interested in people, tasks performed, challenges they rose to meet, freedoms*

*I like aviation*

*I'm an aviation history buff and knew one, would be more on personal level*

*I'd go, I'd definitely go, I'm military, my father was military*

*Part of U.S. history not just black history*

*A museum focusing and on actual site in Alabama would be excellent, I'd go*

*Love all things related to air force and planes black and white pilots should be recognized together*

## C.2. Initial interest in the Tuskegee Airmen National Historic Site (continued)

Table continued from previous page:

### **Moderate rating (7-8)**

*History of flying and aircraft*

*All history dealing with past, get to learn about different things*

*Normally I don't stop at many museums, today I brought my son*

*It's something we'd go to, I like WWII history*

*Depends on time, sometimes I drive through, maybe just stop in*

*We've watched a movie about it on the history channel so I'm sort of interested*

*If I was in the area, maybe I would go*

*Has to do with WWII memorabilia, no difference if black*

*Parents live in Alabama, read about it and would like to see it in person*

*I like museums based on WWII themes, old pictures*

*If I was there I'd maybe go but I'm not all about planes and war exhibits*

### **Low rating (1-6)**

*Historic sites aren't my main interest; I'm more interested in the present*

*Wartime exhibits and airplane only mild interest*

*I'd be interested but I don't know if I'd make it there*

*Just not interested*

*It's nothing special to me, part of nation's history, personally don't feel we should separate-  
we're all one*

*Grew up there not so interested*

*Probably wouldn't be in area, if was might go, I'm not big on museums, but would be a good  
theme*

*If they had aircraft, I would be more likely to go, I know history and like to see real stuff*

*Probably would be down that way, if was I'd go if had a lot of stuff not just pictures, real  
planes*

## C.2. Initial interest in the Tuskegee Airmen National Historic Site (continued)

Initial interest is extremely high among the small proportion of people who visit both types of museum (civil rights or military aviation). Almost all of these people expressed a high initial interest. The data are suggestive of a slightly greater initial interest by African Americans and residents of Alabama.

			<u>civil rights</u> (n=40)	<u>interest in military aviation</u> (n=45)	<u>both</u> (n=24)
<b>Initial interest</b>					
	high	**	<b>49%</b>	34%	<b>92%</b>
	moderate		36%	39%	8%
	low		15%	27%	0%
			<u>Alabama</u> (n=19)	<u>Georgia</u> (n=46)	<u>another state</u> (n=44)
<b>Initial interest</b>					
	high	++	<b>79%</b>	42%	<b>51%</b>
	moderate		16%	40%	28%
	low		5%	18%	21%
			<u>African American</u> (n=36)	<u>White</u> (n=70)	
<b>Initial interest</b>					
	high	++	<b>69%</b>	45%	
	moderate		20%	36%	
	low		11%	19%	

### C.3. Expectations

After finding out about several possible topic/questions to be addressed by the historic site, visitors were asked about something that would be a “highlight” for a visit to this new site. Visitors expect the highlights to be more related to the collective and individual stories of the Airmen and less on their significance to expanding civil rights. Visitors apparently want to see the Airmen as heroic individuals who served their country.

Visitors to both civil rights and military aviation museums expect that the story of the Tuskegee Airmen would start with World War II or the formation of the group. Only a few appreciate that the story would be set against the backdrop of a racially segregated country. On the other hand, most people do not expect that the story of the Tuskegee Airmen ends with World War II. About half of those with an opinion, think the story continues on well past World War II.

*What would be the highlight of the story — what would you really like to know or enjoy seeing?*

(n=109)

22%	successes/ accomplishments
13%	battles/ missions/ war
12%	stories of individuals
8%	segregation/ treatment/ challenges
8%	training/ how they lived/ how they were chosen
4%	recognition/ honoring them for their contributions
4%	planes/ aircraft
17%	the whole story
3%	other
20%	don't know

### Sample Comments

#### **Successes/ accomplishments**

*How good were they? What did they accomplish?*

*Was there something major they accomplished?*

*How they made a difference, what they accomplished*

*Important things they did, monumental things*

*Obstacles overcome and their feats*

#### **Battles/ missions/ war**

*The missions, exactly how they participated*

*Stories of actual missions*

*Flight operations over Europe*

*How they completed their missions*

### C.3. Expectations (continued)

#### Sample Comments (continued from previous page)

##### **Stories of individuals**

*The stories of actual Airmen*

*Something about their lives, the hard points, the good points*

*Personal stories; Who were these men? Were they conscious of their place in history?*

*Knowing the stories of individuals and how it affected them*

*When do you think the story [of the Tuskegee Airmen] would begin — what date or event in history?*

	<b><u>civil rights</u></b> (n=54)	<b><u>visitors to military aviation</u></b> (n=55)	<b><u>total</u></b> (n=109)
before World War II	19%	7%	13%
World War II	41%	41%	41%
formation of Airmen	15%	25%	20%
don't know	26%	27%	27%

#### Sample Comments

##### **before World War II**

*1920's or 30's*

*A bit before World War II — the 1930's*

*Jim Crow — the beginning of segregation*

*Late 1800's*

*The early beginnings of individuals*

##### **World War II**

*1941*

*Events starting World War II*

*Beginning of World War II*

*Early 1940's*

*Beginning of war — 1941*

*WW II — 1940*

##### **Formation of Airmen**

*When the Tuskegee Airmen were established*

*Selection process of Airmen*

*How they got picked — chosen to be Airmen*

*Selection of persons to be pilots*



### C.3. Expectations (continued)

*When do you think the story [of the Tuskegee Airmen] would end — what date or event in history?*

	<b><u>civil rights</u></b> (n=54)	<b><u>visitors to military aviation</u></b> (n=55)	<b><u>total</u></b> (n=109)
<b>When would the story end?</b>			
end of World War II	15%	24%	20%
integration of the military	13%	11%	12%
1960s - present	52%	39%	45%
don't know	20%	26%	23%

#### **Sample Comments**

##### **end of World War II**

*1945*

*End of World War II — 1945*

*Mission completed*

*After war — 1945*

*To war's end*

##### **Integration of the military**

*With end of military segregation*

*Full integration of U.S. Air Force*

*Until everybody was integrated in armed services, no longer segregated*

*When did they disband them?*

*Up until it was disbanded*

##### **Some time after World War II**

*2005*

*I don't know whether it's over or not*

*Until and into the integration of higher education institutions*

*Present*

*1965*

*Whenever last airman died*

*End of their military careers*

## **D. Interest in topics and experiences**

This section presents people's reactions to possible topics and experiences to be presented at the Tuskegee Airmen National Historic Site.

The principal findings are:

- People are very interested in the Tuskegee Airmen as real people doing extraordinary things. People have moderate to high interest in several of the topics proposed, and very high interest in learning about the accomplishments of the Airmen during WW II. The most interesting experience from the nine described, would be an Airmen Hall of Fame. In spite of the several modern media suggested for other possible experiences, the greatest interest is in the human stories.
- People visiting civil rights museums (and those with an interest in civil rights museums but were interviewed elsewhere) share a slightly greater interest in some topics (the issue of race and the Eleanor Roosevelt connection) but are otherwise similar in their interests to military aviation audiences.
- Race plays a relatively small role in defining the topics and experiences that will interest visitors. African Americans are somewhat more interested in the stories of individuals and race issues, but are similar to whites on most other topics and experiences.

## D.1. Interest in topics

OVERVIEW: People expressed moderate to high interest in several of the topics presented to them. The one topic that people find most interesting is about the accomplishments of the Tuskegee Airmen during WW II. People also expressed moderate interest in topics related to the everyday life of the Airmen: Who were the Airmen? What kind of planes did they fly? What did they do? People expressed little interest in the issue of race and in seeing medals and paraphernalia.

<i>Questions that might interest visitors</i>	<b>% chosen</b>
<b>A. What did the Airmen accomplish during WW II?</b>	74%
<b>B. Who were the cadets and how were they chosen for that flight school?</b>	51%
<b>C. What kinds of planes did they fly, and are there any actual ones left?</b>	49%
<b>D. What did they actually do at Tuskegee — what was there and what was the site used for?</b>	42%
<b>E. After the war was over, why did any of this matter?</b>	24%
<b>F. Was life very rigorous and difficult there, or was it kind of relaxed like a ‘Top Gun’ story?</b>	19%
<b>G. What was the connection with Eleanor Roosevelt?</b>	16%
<b>H. Was it an all-black military training facility or was that just a rumor?</b>	11%
<b>I. Do they have original medals, 1940’s Coca Cola posters, music, uniforms, etc.?</b>	10%

## D.1. Interest in topics (continued)

Visitors to civil rights and military aviation museums were mostly similar in the topics that interest them. The greatest difference was interest in Moton Field as an “all-Black” training facility, a topic that only one person at the military aviation museums chose.

	<b>Visitors to:</b>	
<i>Questions that might interest visitors</i>	<b>civil rights</b> (%chosen)	<b>military aviation</b> (%chosen)
<b>A. What did the Airmen accomplish during WW II?</b>	82%	67%
<b>B. Who were the cadets and how were they chosen for that flight school?</b>	50%	52%
<b>C. What kinds of planes did they fly, and are there any actual ones left?</b>	48%	50%
<b>D. What did they actually do at Tuskegee — what was there and what was the site used for?</b>	39%	44%
<b>E. After the war was over, why did any of this matter?</b>	24%	24%
<b>F. Was life very rigorous and difficult there, or was it kind of relaxed like a ‘Top Gun’ story?</b>	15%	22%
<b>G. What was the connection with Eleanor Roosevelt? ++</b>	22%	9%
<b>H. Was it an all-black military training facility or was that just a rumor? **</b>	20%	2%
<b>I. Do they have original medals, 1940’s Coca Cola posters, music, uniforms, etc.?</b>	7%	13%

## D.1. Interest in topics (continued)

People with an interest in civil rights are more interested than those with an interest in military aviation (or both types of museum) in Moton Field as an all-Black facility and the Eleanor Roosevelt connection.

<i>Questions that might interest visitors</i>	<b>Museum visitors with an interest in:</b>		
	<b>civil rights</b> (% chosen) (n=40)	<b>military aviation</b> (% chosen) (n=45)	<b>both</b> (% chosen) (n=24)
<b>A. What did the Airmen accomplish during WW II?</b>	80%	66%	79%
<b>B. Who were the cadets and how were they chosen for that flight school?</b>	45%	48%	67%
<b>C. What kinds of planes did they fly, and are there any actual ones left?</b>	45%	52%	50%
<b>D. What did they actually do at Tuskegee — what was there and what was the site used for?</b>	38%	43%	46%
<b>E. After the war was over, why did any of this matter?</b>	20%	25%	29%
<b>F. Was life very rigorous and difficult there, or was it kind of relaxed like a ‘Top Gun’ story?</b>	18%	23%	13%
<b>G. What was the connection with Eleanor Roosevelt?</b> **	28%	11%	4%
<b>H. Was it an all-black military training facility or was that just a rumor?</b> **	28%	2%	0%
<b>I. Do they have original medals, 1940’s Coca Cola posters, music, uniforms, etc.?</b>	10%	14%	4%

## D.1. Interest in topics (continued)

African American and white audiences are mostly interested in the same topics, with the one apparent exception being Moton Field as an all-Black facility.

<i>Questions that might interest visitors</i>	<b>African American</b> (% chosen)	<b>white</b> (% chosen)
<b>A. What did the Airmen accomplish during WW II?</b>	81%	71%
<b>B. Who were the cadets and how were they chosen for that flight school?</b>	56%	48%
<b>C. What kinds of planes did they fly, and are there any actual ones left?</b>	53%	45%
<b>D. What did they actually do at Tuskegee — what was there and what was the site used for?</b>	33%	46%
<b>E. After the war was over, why did any of this matter?</b>	28%	23%
<b>F. Was life very rigorous and difficult there, or was it kind of relaxed like a ‘Top Gun’ story?</b>	14%	22%
<b>G. What was the connection with Eleanor Roosevelt?</b>	14%	17%
<b>H. Was it an all-black military training facility or was that just a rumor? **</b>	22%	6%
<b>I. Do they have original medals, 1940’s Coca Cola posters, music, uniforms, etc.?</b>	8%	12%

## D.2. Interest in experiences

OVERVIEW: People expressed moderate to high interest in several of the experiences presented during interviews. The most interesting to people is the Airmen Hall of Fame with over half indicating a high interest in this experience. Most other experiences evoked moderate interest, while two, the café and the gift shop, evoked very little interest.

<i>Experiences that might interest visitors</i>	<b>high interest</b>
<b>A.</b> an Airmen's Hall of Fame, showing who some of the people were, what happened to them in the war, and if they survived what they did after their military service	59%
<b>B.</b> Inside a hangar you can get a close-up look at planes and their mechanical equipment, plus displays of actual uniforms and memorabilia from WW II	43%
<b>C.</b> an exhibit about the Life of a Cadet, including a re-creation of a bunk & locker, quotes from letters, schedule of the day, and a film of the Cadet's first solo landing of a plane guided only by a windsock that keeps changing direction	42%
<b>D.</b> visit the original Control Tower with an old radio and listen to a series of short stories – such as one about a Tuskegee pilot in an air fight with a German plane	39%
<b>E.</b> a theater environment where you see an airplane parked on the glass ceiling above you. Sounds make you think planes are flying around overhead, while historical films of these planes at war are projected onto large parachutes hanging from the ceiling	35%
<b>F.</b> interactive touch-screen exhibits that let you explore the story of the men and women who worked and trained here, including historical photos	34%
<b>G.</b> experience what it was like to be a Cadet with the Tuskegee Airmen by participating in duties such as reading flight patterns and doing a pre-flight check of the mechanical equipment	31%
<b>H.</b> the old Officer's Club is turned into a cafeteria and lounge for visitors, themed with an old juke box, etc.	17%
<b>I.</b> a gift shop and trading post where you can buy or trade all kinds of patches, hats, and photos of the time period that have been transferred to refrigerator magnets and other souvenirs	14%

## D.2. Interest in experiences (continued)

Most of the experiences had similar appeal for civil rights and military aviation audiences. One significant difference is that civil rights audiences are more receptive to “experience what it was like as a Cadet” than military aviation audiences. The data suggest that the military aviation audiences are somewhat more interested in the café, and civil rights audiences are somewhat more interested in the touch-screen stories of men and women.

<i>Experiences that might interest visitors</i>	<b>Visitors to:</b>	
	<b>civil rights</b> (% high)	<b>military aviation</b> (% high)
<b>A.</b> an Airmen’s Hall of Fame, showing who some of the people were, what happened to them in the war, and if they survived what they did after their military service	66%	52%
<b>B.</b> Inside a hangar you can get a close-up look at planes and their mechanical equipment, plus displays of actual uniforms and memorabilia from WW II	38%	48%
<b>C.</b> an exhibit about the Life of a Cadet, including a re-creation of a bunk & locker, quotes from letters, schedule of the day, and a film of the Cadet’s first solo landing of a plane guided only by a windsock that keeps changing direction	43%	40%
<b>D.</b> visit the original Control Tower with an old radio and listen to a series of short stories – such as one about a Tuskegee pilot in an air fight with a German plane	40%	39%
<b>E.</b> a theater environment where you see an airplane parked on the glass ceiling above you. Sounds make you think planes are flying around overhead, while historical films of these planes at war are projected onto large parachutes hanging from the ceiling	34%	35%
<b>F.</b> interactive touch-screen exhibits that let you explore the story of the men and women who worked and trained here, including historical photos ++	43%	25%
<b>G.</b> experience what it was like to be a Cadet with the Tuskegee Airmen by participating in duties such as reading flight patterns and doing a pre-flight check of the mechanical equipment **	43%	17%
<b>H.</b> the old Officer’s Club is turned into a cafeteria and lounge for visitors, themed with an old juke box, etc. ++	9%	25%
<b>I.</b> a gift shop and trading post where you can buy or trade all kinds of patches, hats, and photos of the time period that have been transferred to refrigerator magnets and other souvenirs	15%	14%



## D.2. Interest in experiences (continued)

People with an interest in both civil rights and military aviation are more interested in all of the experiences than other audiences although not all differences are statistically significant. These “dual interest” people have very high interest in two experiences that are otherwise only modestly popular: the control tower and experiencing what it was like to be a Cadet.

<i>Experiences that might interest visitors</i>	<b>Interest in:</b>		
	<b>civil rights</b> (% high)	<b>military aviation</b> (% high)	<b>both</b> (% high)
<b>A.</b> an Airmen’s Hall of Fame, showing who some of the people were, what happened to them in the war, and if they survived what they did after their military service **	64%	43%	79%
<b>B.</b> Inside a hangar you can get a close-up look at planes and their mechanical equipment, plus displays of actual uniforms and memorabilia from WW II	28%	50%	54%
<b>C.</b> an exhibit about the Life of a Cadet, including a re-creation of a bunk & locker, quotes from letters, schedule of the day, and a film of the Cadet’s first solo landing of a plane guided only by a windsock that keeps changing direction	41%	36%	54%
<b>D.</b> visit the original Control Tower with an old radio and listen to a series of short stories – such as one about a Tuskegee pilot in an air fight with a German plane **	28%	29%	79%
<b>E.</b> a theater environment where you see an airplane parked on the glass ceiling above you. Sounds make you think planes are flying around overhead, while historical films of these planes at war are projected onto large parachutes hanging from the ceiling	31%	29%	50%
<b>F.</b> interactive touch-screen exhibits that let you explore the story of the men and women who worked and trained here, including historical photos **	33%	21%	58%
<b>G.</b> experience what it was like to be a Cadet with the Tuskegee Airmen by participating in duties such as reading flight patterns and doing a pre-flight check of the mechanical equipment **	28%	14%	63%
<b>H.</b> the old Officer’s Club is turned into a cafeteria and lounge for visitors, themed with an old juke box, etc.	10%	17%	29%
<b>I.</b> a gift shop and trading post where you can buy or trade all kinds of patches, hats, and photos of the time period that have been transferred to refrigerator magnets and other souvenirs ++	13%	10%	25%

## D.2. Interest in experiences (continued)

African American and white audiences expressed similar levels of interest in many of the experiences presented, but a few significant differences as well. African American audiences are almost entirely uninterested in the themed café (while white audiences have only a modest interest) and a very high interest in the Hall of Fame (while white audiences have a moderate to high interest). White audiences are somewhat less interested in the touch-screen exhibit idea than the African American audiences.

<i>Experiences that might interest visitors</i>	<b>African American</b> (% high)	<b>white</b> (% high)
<b>A.</b> an Airmen's Hall of Fame, showing who some of the people were, what happened to them in the war, and if they survived what they did after their military service ++	74%	52%
<b>B.</b> Inside a hangar you can get a close-up look at planes and their mechanical equipment, plus displays of actual uniforms and memorabilia from WW II	51%	39%
<b>C.</b> an exhibit about the Life of a Cadet, including a re-creation of a bunk & locker, quotes from letters, schedule of the day, and a film of the Cadet's first solo landing of a plane guided only by a windsock that keeps changing direction	43%	42%
<b>D.</b> visit the original Control Tower with an old radio and listen to a series of short stories – such as one about a Tuskegee pilot in an air fight with a German plane	43%	37%
<b>E.</b> a theater environment where you see an airplane parked on the glass ceiling above you. Sounds make you think planes are flying around overhead, while historical films of these planes at war are projected onto large parachutes hanging from the ceiling	40%	32%
<b>F.</b> interactive touch-screen exhibits that let you explore the story of the men and women who worked and trained here, including historical photos **	49%	27%
<b>G.</b> experience what it was like to be a Cadet with the Tuskegee Airmen by participating in duties such as reading flight patterns and doing a pre-flight check of the mechanical equipment	43%	25%
<b>H.</b> the old Officer's Club is turned into a cafeteria and lounge for visitors, themed with an old juke box, etc. **	6%	22%
<b>I.</b> a gift shop and trading post where you can buy or trade all kinds of patches, hats, and photos of the time period that have been transferred to refrigerator magnets and other souvenirs	17%	13%